

Content meets Technology meets Business

**07-09
April 2011**

Düsseldorf, Germany



print • web • mobile

www.digimedia-tradefair.com



Messe
Düsseldorf

@digi_visitor Finally! The trade fair for digital publishing and commercial printing

Just what the industry has been waiting for: a forum that presents the entire digital process chain. Concentrated knowledge and information exchange for all those who need to reach their target groups even more precisely and require the optimum, customised technology for the job.

Print, web, or mobile? Wrong question! The right answer: media convergence is the key phrase for successful marketing and communication. It is the only way to turn interesting content into good business.

digi:media is the ultimate innovation forum for making use of the boundless possibilities offered by digital printing, mobile marketing, and comprehensive communications. Over three days in Düsseldorf, around 130 exhibitors from a variety of industries will present their offers for content, technology and business.

Extra! Catering is free
to visitors at all events
in Hall 6!

Content meets Technology meets Business



3 days > print, web, mobile =

3 days > content, technology, business =

3 days > application-oriented solutions
for the business of the future.

@digi_news_de

9 topic worlds: bundled info, live solutions

Visitors will find everything they need for innovative publishing and successful marketing. Over 9 topic worlds at digi:media, all aspects will be presented: from creation to digital preparation to finished printed matter with further processing and a wide variety of services.

Informative discussions, results-oriented exchanges, and the technology that lets you turn your ideas into reality. At digi:media, it all comes together.

All exhibitors

in the always up-to-date exhibitor and product database:
www.digimedia-tradefair.com/2410

Always in discussion:

the topics of digi:media are also at
digimedia-tradefair.com/blog

 digimedia-tradefair.com/twitter

 digimedia-tradefair.com/facebook

 digimedia-tradefair.com/youtube

1

CONTENT

Content must have impact – everywhere. Cross-media preparation of content is the focus of this topic world.

2

IT SOLUTIONS

Be up-to-date, make use of all the technological options. See what you can do with intelligent systems, appropriate networks, and the right hardware components.

3

WORKFLOW

Digital workflow opens up undreamt-of options: hybrid production pathways, web-to-print, print-to-web, anything is possible. And more. Experience what you could do at digi:media.

4

ELECTRONIC MEDIA

Software, hardware, compatibility, practical application. Learn about new, cross-industry developments and profitable trends.

5

PRINTING AND PACKAGING

High-tech for printing – regardless of whether it's continuous or format printing, intelligent packaging, innovative formats, or something completely different. Let us surprise and inspire you.

6

CONSUMABLES

Textiles, colours, foils – everything that makes printing really beautiful and individual. Digital printing to touch.

7

PROCESSING

Small runs, generous execution: collate, emboss, punch, bind, and everything else the message needs to really make an impact on its readers.

8

PACKING

Good ideas rarely come alone. There is innovative support so that the right connections and combinations arise.

9

SERVICES

E-business platforms, agencies, designers, financial services providers, and consultants: all services dealing with the digital product.

@netz_werker_de digi:space – the super meeting place

3 stages, special exhibitions,
theme parks, congresses, awards,
and events:
digi:media guarantees top form
infotainment.

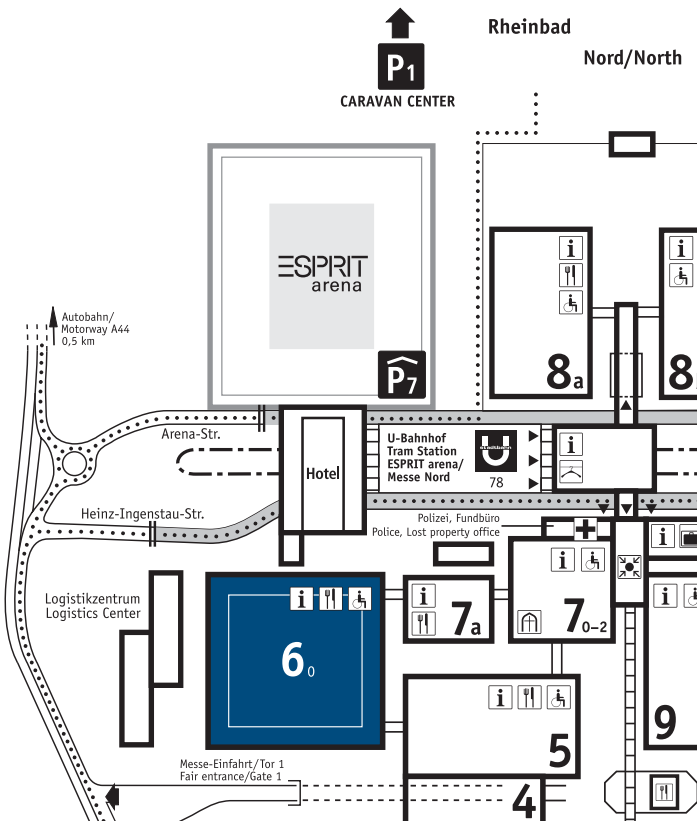


www.digimedia-tradefair.com/program



EVENT	ORGANISER	DETAILED INFO
INFECT-CONGRESS The important social media congress, being held for the fourth time in 2011 at digi:media. For agencies, network companies	Wunderknaben	www.infect-conf.de 
KRESSKÖPFE LIVE Know-how event followed by a get-together at digi:space	Haymarket Media GmbH	www.kress.de/kresskoepfe 
MAKING APPS CONFERENCE The highlight for apps developers and marketing executives	IDG Magazine Media	www.makingapps.de 
SHOWING APPS Developers of applications for iPhone, iPad, smartphones, and tablet PCs present their ideas	IDG Magazine Media	www.macwelt.de/showingapps 
VDM /DIGICOM BRUNCH Content meets Technology meets Business – A Summary of digi:media 2011 and Outlook for the Media Industry in 2020	Vdm /digicom	www.bvdm-online.de/ veranstaltungen 
DIGITAL PRODUCT INNOVATIONS IN PUBLISHING HOUSES All-day conference	Akademie des Deutschen Buchhandels	www.buchakademie.de 
PRINTHOUSE TALK Panel discussion by the training centre of the Druck + Medien NRW Association on Web2Print, QR codes, and much more	Verband Druck und Medien NRW	www.vdmnrw.de 
GWA PRODUCTION AWARD Half-day workshops with a visit to digi:media In the evening, presentation of awards by the GWA professional group Producer	GWA	www.gwa.de/awards-events/ gwa-production-award 
MEDIA MUNDO CONGRESS The 3rd Media Mundo Congress offers an innovative forum on trends and future developments on the topics of climate change and sustainability with regard to media production.	Fachverband Medienproduktions	www.mediamundo.biz/kongress 
SOLUTIONS DAY Half-day event with presentation of best-practice examples of cross-media communications concepts	FCP, Forum Corporate Publishing	www.forum-corporate-publishing.de 

You can find the current and comprehensive supporting programme at www.digimedia.de/programm



@raum_wunder_de digi:media in Hall 6 Messe Düsseldorf

Direct routes, best infrastructure, creative atmosphere. You can reach the Düsseldorf trade fair grounds quickly and inexpensively using various transport options. And once you're there, you won't want to leave.

Hall 6 is one of the most modern in German trade fair architecture: transparent, functional, clearly laid out, and pleasant in every respect for you as a visitor. Ideal for optimum presentations.

For more information:

Siteplan:

www.digimedia-tradefair.com/2111

Getting there:

www.digimedia-tradefair.com/2772

Bus and rail: www.vrr.de, www.bahn.de

Air: www.flughafen-duesseldorf.de

Car: www.autobahn.nrw.de

Stay up-to-date and use all the services of digi:media with your individual user account in the digi:media portal.

Register today, and don't miss a thing.
www.digimedia-tradefair.com/2180



@feier_fox_in
duesseldorf

Düsseldorf is one of Germany's creative centres – with all that goes with it.

Just under 1,000 advertising agencies handle an account volume of around 5.34 thousand million euros, 1,500 IT and telecommunications companies are based here, as are 2,000 companies in the media industry.

The result of good business during the day is interesting encounters in the evening. People meet, make contacts, get to know colleagues, eat well, drink well – Düsseldorf leaves nothing to be desired.

Welcome!

ALTSTADT
MEDIENHAFEN
KASEMATTEN
TONHALLE
LANDESHAUPTSTADT
RHEINUFER
KÖNIGSALLEE
SCHAUPIELHAUS
SCHAUWEAKRADEN
KOMODCHEN
SEVENS
RHEINTURM
KUNSTSAMMLUNG NRW
MODESTADT
uvm...



digi:media at a glance

Dates:	07–09 April 2011
Location:	Messe Düsseldorf, Hall 6
Opening hours:	10 AM – 6 PM
digi:space	on 7 and 8 April until 9 PM
Admission prices:	Day tickets at the door 49 € Day tickets from the online ticket shop 39 €
More ticket prices:	www.digimedia.de/2130

Supporting organisations

digicom Interessengemeinschaft Digitaldruck e.V.	www.digi-com.org
Verband Deutscher Maschinen- und Anlagenbau (VDMA)	www.vdma.org
Verband Druck und Medien NRW	www.vdmnrw.de



Cooperation and media partners

Akademie des Deutschen Buchhandels	www.buchakademie.de
Deutscher Drucker	www.print.de
Fachverband Medienproduktierer (f:mp)	www.f-mp.de
Forum Corporate Publishing (FCP)	www.forum-corporate-publishing.de
Gesamtverband der Kommunikationsagenturen (GWA)	www.gwa.de
horizont	www.horizont.net
IDG Magazine Media	www.idg.de
infect	www.infect-conf.de
Paperazzo	www.paperazzo.de
kress	www.kress.de
Value	www.value-journal.de
Verband Deutscher Zeitschriftenverleger	www.vdz.de
zipcon consulting GmbH	www.beyond-print.de

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